



## **Communications and Marketing Coordinator**

Provide project management, coordination, writing, media relations, implementation of online tactics, and production management for Camp Sunshine, working with the executive director and other staff members.

### **Tasks**

To support the general communication of Camp Sunshine:

- Maintain and update Camp Sunshine website content, including text, images, and videos. Develop approaches for use of social media; actively manage all accounts
- Develop and distribute email newsletters to multiple audiences under direction of the Executive Director
- Collaborate with Executive Director to develop and distribute letters to various donors, sponsors, or community members
- Coordinate updates or revisions to collateral materials representing Camp Sunshine, including brochures, displays, presentations, advertisements, and videos
- Maintain a press kit; establish media relations; write and distribute press releases and media alerts under direction of the Executive Director
- Create and maintain libraries of press coverage, photographs and videography, and marketing materials and assets
- Prepare materials to be distributed to board, donors, or committee members as needed
- Communicate with vendors who provide goods or services to the organization, as directed by the Office Manager or Executive Director.
- Serve as spokesperson at events that engage the community in volunteering and/or fundraising opportunities

To support camp sessions:

- Communicate information in various formats to camper families and volunteers as directed by executive director, office manager or program director
- Publicizing with press releases and media events at each camp
- Organizing interviews with media and coordinating photo and video opportunities
- Coordinating photography, videography, and production of commemorative documentation

- Develop, produce and distribute camp yearbook for each session

#### To support annual run and golf fundraising events :

- Develop logo and identity for each event
- Coordinate integration of logo/identity in brochures, posters, and other marketing collateral as necessary
- Manage media relations for optimal coverage
- Post *Run for the Sun* results on Camp Sunshine website
- Coordinate distribution of marketing collateral with committee members
- Collaborate with Executive Director, Events Manager, Committee Chairs, and committee members to execute needs in preparation of events

#### **Qualifications and requirements**

- Minimum two years experience required
- Excellent communications skills, both written and oral
- Demonstrated skill in computer software, including Word, Excel, PowerPoint, and email clients; web content management (Word press preferred), social media (Facebook, Twitter, Instagram).
- Skill in design software (Adobe Suite) strongly preferred.
- Demonstrated ability to plan and implement projects with highly developed attention to detail, reliable follow-through, and clear communication
- Experience collaborating with a team to accomplish a shared objective

#### **Competencies**

- Range of marketing skills, including writing, social media, website content management, event planning
- Respect for the organization's mission and for individuals with special needs
- Initiative and follow-through in carrying out assignments, planning work based on outcomes desired, and the culture and priorities of Camp Sunshine
- Ability to think through communications objectives from audiences' points of view
- Ability to learn and clearly articulate strategic goals of the organization to various stakeholders
- Flexibility and a cooperative spirit in working with a variety of individuals

## **Lines of communication**

This resource works directly with the Camp Sunshine Executive Director who provides leadership based on the strategic goals of the organization. S/he will also work with other peers on the Camp Sunshine team, both on staff and volunteer. Camp Sunshine is a highly collaborative, egalitarian organization, supportive of leadership emerging from any team member.

## **Working conditions and compensation**

- 12-15 hours per week; hour tracking and reporting required. The pace of work varies throughout the year, culminating with four sessions of camp in July and August, during which attendance for defined projects is required.
- Minimum of one day per week reporting to the office, with the ability to create flexible schedule based on current projects. Opportunity to work remotely when not reporting to office.
- \$14-\$15 per hour, commensurate with experience

**If interested, please send cover letter and resume to:**

**[taylor.campsunshine@gmail.com](mailto:taylor.campsunshine@gmail.com)**